

Message Text

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PAGE 01 BOGOTA 01799 261950Z

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TO SECSTATE WASHDC 7244

INFO USDOC WASHDC

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EO 11652: NA

TAGS: BEXP CO

SUBJ: POSSIBLE USE OF USIA FILM ON FRANCHISE SYSTEMS AS
EXPORT PROMOTION TOOL

1. THROUGH COURTESY USIS, COMMATT HAS HAD OPPORTUNITY REVIEW
NEW USIA FILM ON FRANCHISE SYSTEM. FILM WOULD APPEAR TO HAVE
GOOD POTENTIAL AS EXPORT PROMOTION TOOL AND WE SUGGEST THAT
USDOC AND STATE COORDINATE WITH USIA IN DEVELOPING A
"PACKAGE" WHICH COULD BE OFFERED TO EMBASSIES AND
CONSULATES.

2. "PACKAGE" WOULD INCLUDE USIA FILM AND A BROCHURE (IN
ENGLISH AND FOREIGN LANGUAGES) DEVELOPED BY USDOC.
BROCHURE WOULD A) DESCRIBE CONCEPT OF FRANCHISING, B)
LIST NAMES AND ADDRESSES OF US COMPANIES INTERESTED IN
FRANCHISING THEIR PRODUCTS/SERVICES OVERSEAS, AND C) INDICATE
APPROXIMATE EQUIPMENT, TRAINING AND INVESTMENT REQUIREMENTS
FOR EACH COMPANY'S FRANCHISE. POST COULD SUPPLEMENT
WASHINGTON'S INPUT WITH ANALYSIS LOCAL LAWS AFFECTING
FRANCHISE OPERATIONS.

3. PACKAGE COULD BE PRESENTED TO AUDIENCE OF KEY
INVESTORS AND BUSINESSMEN, FOLLOWING FORMAT SIMILAR
TO THAT USED FOR TOP FILM. LOCAL BUSINESSMEN INTERESTED
IN PURSUING A FRANCHISE OPPORTUNITY WOULD BE ENCOURAGED
TO WRITE DIRECTLY TO THE U.S. COMPANY.

4. WOULD APPRECIATE STATE AND COMMERCE REVIEW OF USIA
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FILM AND COMMENTS ON FEASIBILITY OF DEVELOPING EXPORT

PROMOTION PACKAGE.

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Message Attributes

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Disposition Approved on Date:
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Disposition Case Number: n/a
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Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
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Document Unique ID: 00
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From: BOGOTA
Handling Restrictions: n/a
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